



The Ferry Building

San Francisco, California

Workshop Summary and Development Concepts



Port of San Francisco
September, 1993

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Ferry Building
San Francisco, CA 94111
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Telex 275940 PSF UR
Fax 415 274 0528
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The Redevelopment of the Ferry Building

San Francisco's Ferry Building has stood as a symbol of the City's magnificent waterfront since its completion in 1898. The removal of the earthquake-damaged Embarcadero Freeway in 1991, opened up a new opportunity for revitalizing the City's waterfront.

The Port of San Francisco is developing a plan to restore the historic Ferry Building to its previous grandeur. The major principles that will guide the project are:

- Transportation will be the primary theme and focus of the building;
- Water-based transportation activities will be increased in the Ferry Building environs;
- The ground level of the Ferry Building will be opened up to encourage access and visibility to the Bay;
- The grand, skylighted gallery on the second level will be restored where possible as the principal public space;
- Uses of the building will be a blend of public and commercial uses, depending on market and financial feasibility; and
- The public nature of the building shall be emphasized.

The Ferry Building is one of the most important buildings in San Francisco. Its renovation will be one of the most significant public projects in the City's history. A tremendous opportunity can be realized through a thoughtful and considerate plan that restores the grandeur of the Ferry Building.

The Port recently held a workshop with highly respected transportation, planning, design and development professionals to explore and formulate alternatives for the redevelopment of the Ferry Building. The results of the workshop are summarized on the following page.

Site Planning and Circulation

The circulation plan includes centralizing all ferry service on Ferry Plaza. Excursion boats would land in the north terminal area, a airport hovercraft landing dock would be added at the east end of the plaza, commuter ferries would land on both the north and south sides of the plaza, water taxis would also land at the south side of the plaza, transient mooring for recreational boats would be south of the Agriculture Building, and parking and traffic access would be reduced and reconfigured.

Building Layout/Architectural Design

The building layout plan calls for the ground floor to be as open as possible to connect the Embarcadero to the ferries. A central concourse with ticketing facilities would significantly open up the public space serving the ferries and water uses. A variety of retail uses would be available to serve commuters and visitors.

On the second story, the grand skylighted gallery running the 660 foot length of the building would be restored as a public space and a central public foyer oriented to the water would be created. A variety of commercial uses could be accommodated off the central gallery, such as offices or conference and meeting facilities.

The third floor would house the World Trade Club and office space. A possible new fourth floor could be added on the bay side of the grand hall.

Regulatory Approval and Community Acceptance

The workshop panel recommended that an emphasis on the public nature will make the project successful from a regulatory and community standpoint. They also suggested that a public entity be established that would have responsibility for the redevelopment of the Ferry Building. They felt that a single minded approach to completing the project would be a key factor of success, and recommended that the Port guide the project through the regulatory process.

Development and Finance

The development of the Ferry Building will depend on an innovative combination of public and private resources. Public funding sources are being investigated to support the public spaces while various commercial uses are tested for economic feasibility.

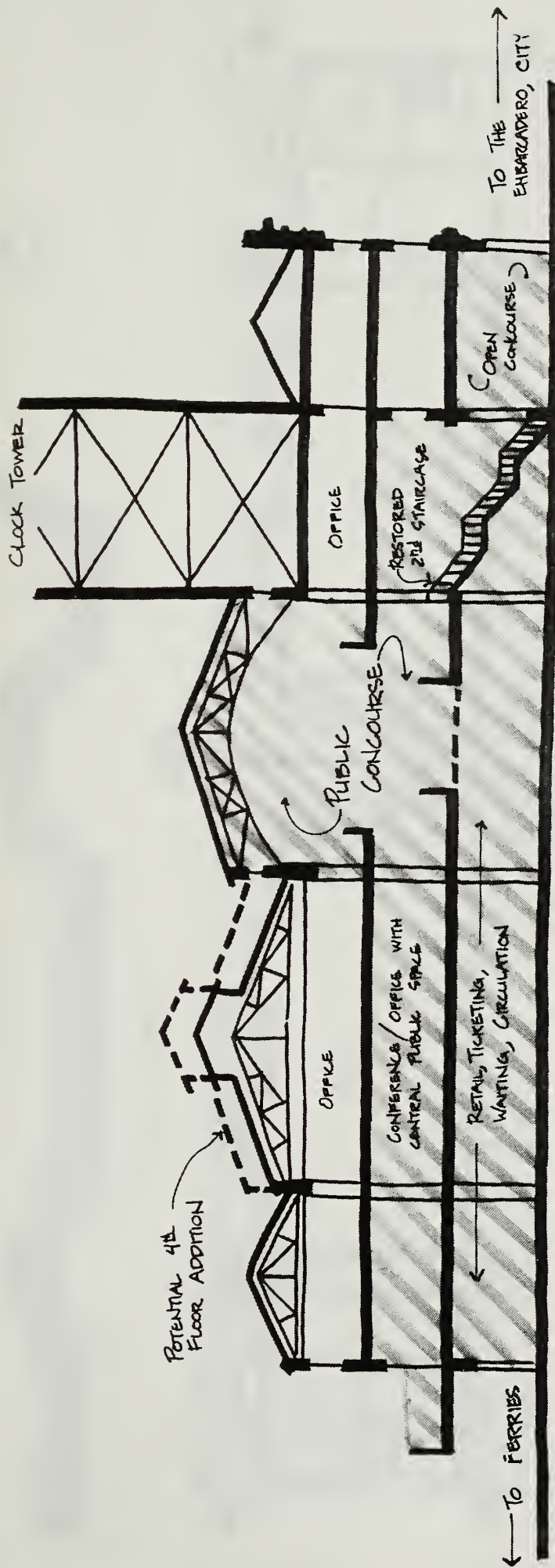
THE FERRY BUILDING
SAN FRANCISCO, CALIFORNIA





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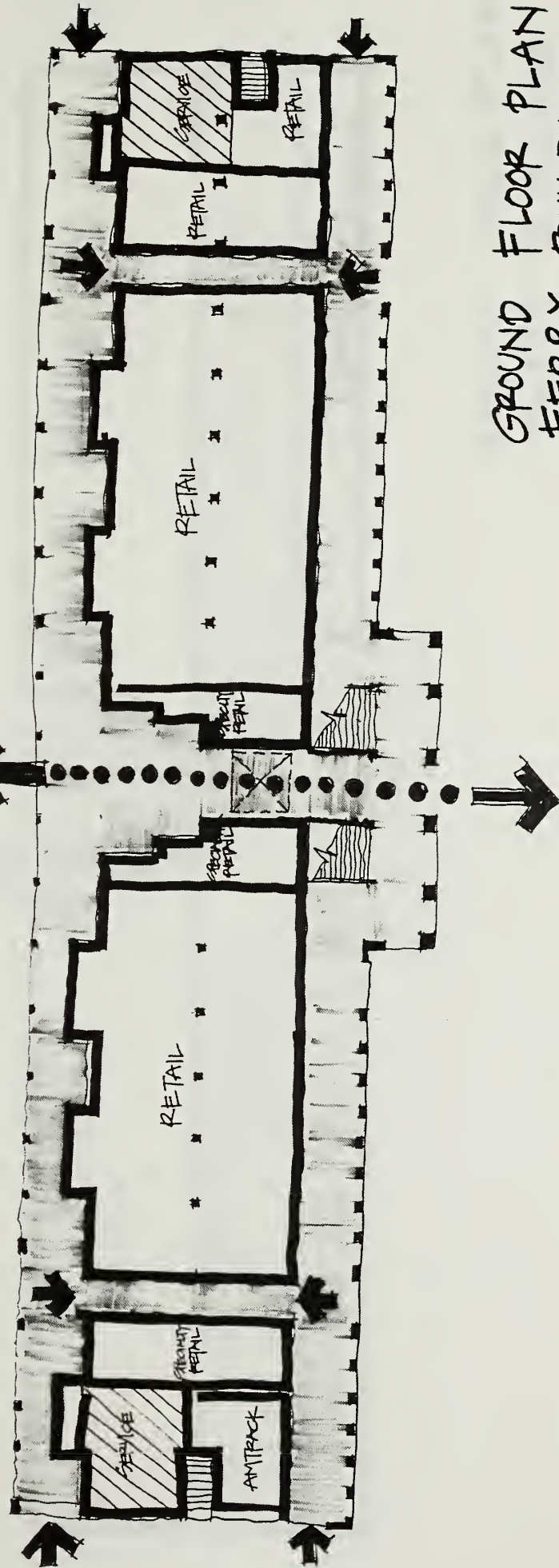


CENTRAL SECTION FERRY BUILDING

PORT OF SAN FRANCISCO

FERRY
PLAZA

PUBLIC ACCESS



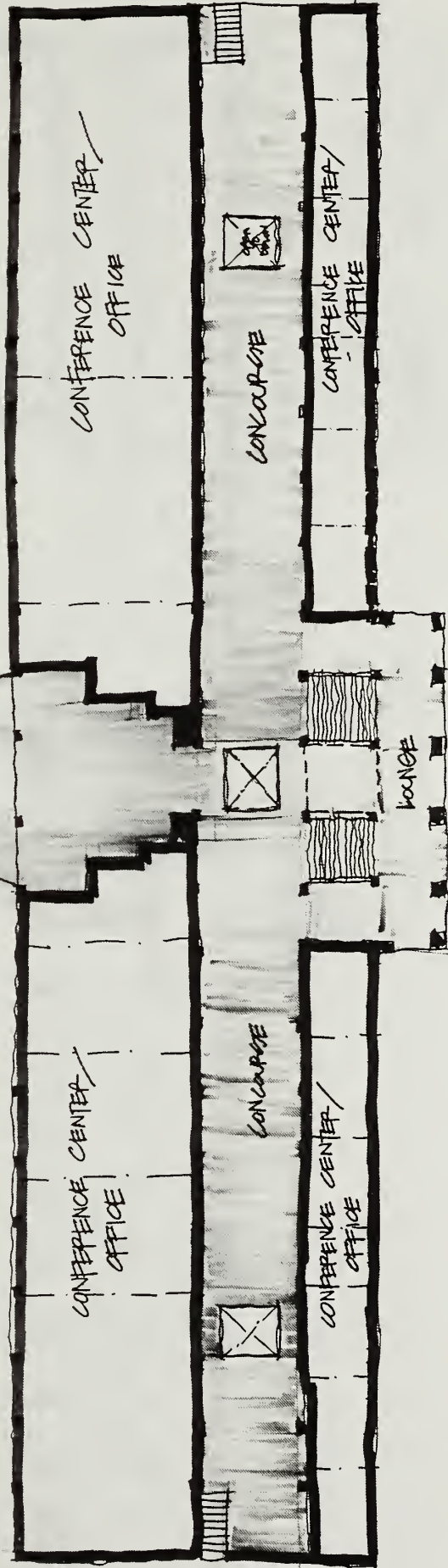
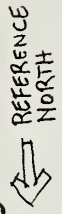
GROUND FLOOR PLAN
FERRY BUILDING

1" = 16' : 9 JULY 1993

REFERENCE
North

SECOND FLOOR PLAN FERRY BUILDING

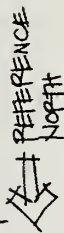
1"=16' : 9 July 1993

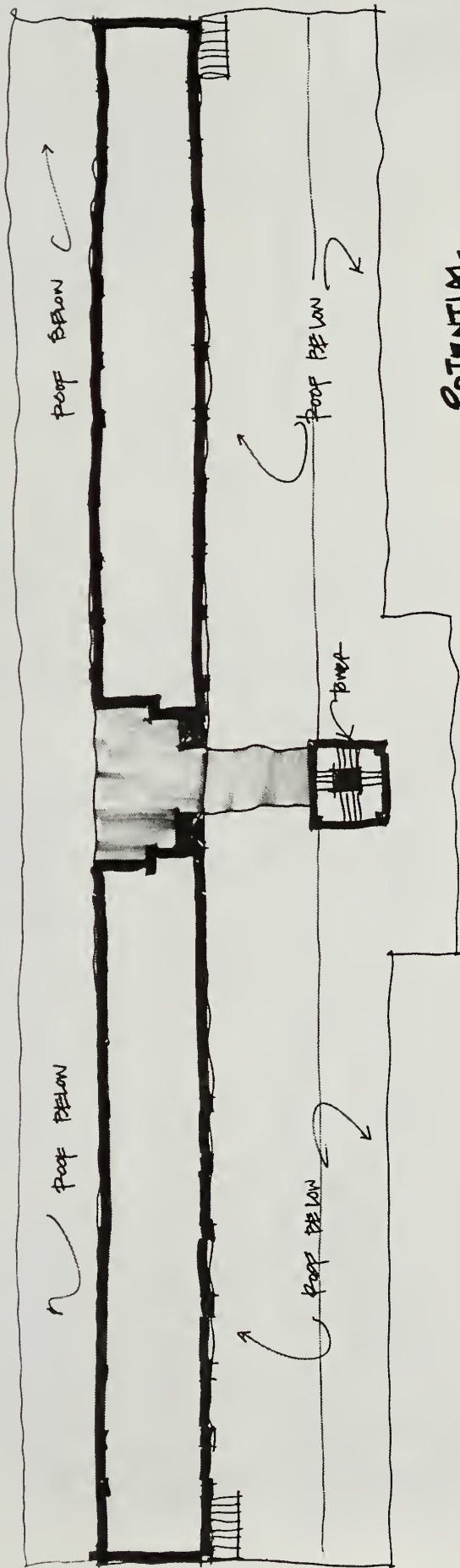




THIRD FLOOR PLAN FERRY BUILDING

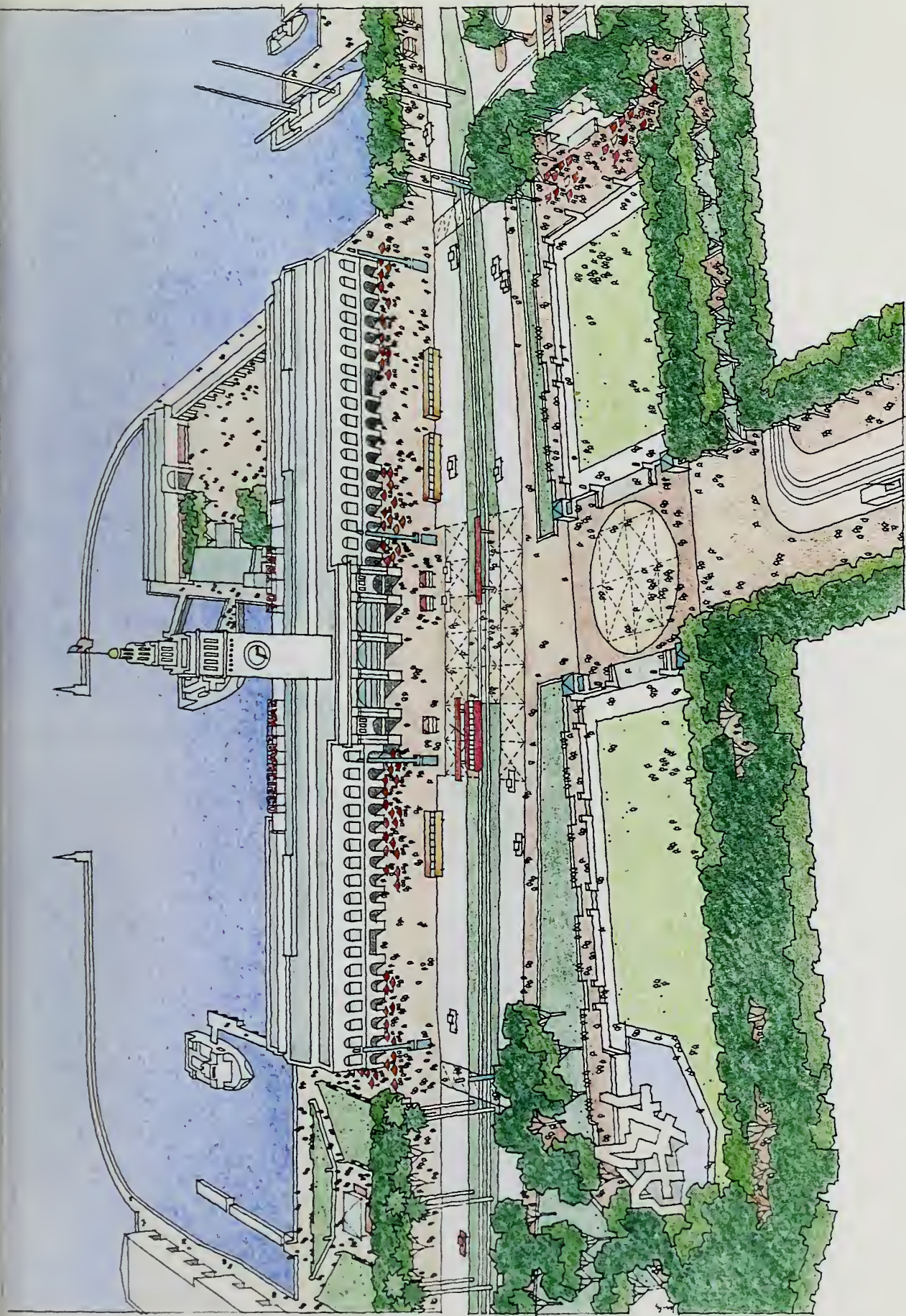
1"=10' 9 JULY 1993





POTENTIAL
FOURTH FLOOR PLAN
FERRY BUILDING

11/10 9 JULY 1993
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NORTH



CENTRAL EMBARCADERO CONCEPT PLAN

Prepared for the City of San Francisco, by Roma Design Group

MAJOR TRANSIT ROUTES

